



**SUSQUEHANNA AREA REGIONAL AIRPORT AUTHORITY (Harrisburg International Airport)
MARKETING/CUSTOMER COMMUNICATIONS INTERNSHIP – 2 Positions Available**

WHEN: Spring Semester (Jan – May) 2010

WHERE: HIA, Administrative Offices

HOURS: 15-20 hours per week, flexible to accommodate class schedule of student intern
(Occasional weekend hours may be required should a project require it)

RESPONSIBILITIES:

Marketing:

Market Research: Surveying Customers

Tabulating Data & Reporting

Direct Mail (collating, stuffing, addressing, mailing)

Set-up/tear-down of press conferences & events

Copywriting

Update CRM database

Events research for Around Town on Web

Data Entry & Report Building

Inventory

Assistance with Social Media Platform execution (as needed)

Graphic Design (as needed)

Customer Communications:

Daily Customer tallying

Customer follow-up

Executing CRM

REPORTING:

This position would report directly to the Manager, Marketing & Customer Service and would be expected to prepare a weekly status report for weekly meetings. This report would consist of an update from each channel assisted with the status and follow-up results from each. Also expected is a maintenance report of time spent on all activities.

QUALIFICATIONS:

The ideal candidate would be available 15-20 hours a week, would be out-going, friendly, able to work with diverse groups of people, detail-oriented, in addition to being proficient in Microsoft Office, Internet usage, and familiarity with Adobe desktop publishing software.

Preferably junior or senior, though exceptional sophomores with acceptable schedules will be considered.

MAJOR:

A marketing, travel/tourism, hotel management, or hospitality-oriented course of study is preferred.

COMPENSATION:

This is a *volunteer* position. College credit may be available for this internship through your college or university.

CONTACT:

Send cover letter and resume to:

Stephanie Gehman, Manager, Marketing & CS sgehman@saraa.org

or,

Heather Blake, Human Resources hblake@saraa.org and (717) 948-3900 ext. 4625